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Message Text

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14
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
---------- 125577
R 282046Z OCT 76
FM AMEMBASSY BONN
TO SECSTATE WASHDC 2850
INFO USDOC WASHDC
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 18260

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FY 1976 - COUNTRY COMMERCIAL PROGRAM
FINAL REPORT

1. SUMMARY: MISSION COMMERCIAL ACTIVITY IN FY 1976 HAS BEEN EXTREMELY IMPRESSIVE, SURPASSING BY A WIDE MARGIN BOTH OUR PERFORMANCE IN FY 1975 AND OUR AMBITIOUS TARGETS FOR THIS FISCAL YEAR. NON-CAMPAIGN TARGETS WERE SURPASSED IN ALL CASES AND THE PRODUCT CAMPAIGNS WERE SUCCESSFUL IN MOST RESPECTS. BEST

RESULTS WERE ACHIEVED IN THE COMPUTER, CONSUMER GOODS, AND POLLUTION CONTROL FIELDS, WHILE THE LABORATORY INSTRUMENTS AND HEALTH CARE INDUSTRIES EQUIPMENT CAMPAIGNS FELL SHORT OF EXPECTATIONS, FOR REASONS PREVIOUSLY REPORTED. CONSTITUENT POSTS GENERALLY POINT TO THREE FACTORS IN EXPLAINING THEIR IMPRESSIVE PERFORMANCE IN THE PAST 15 MONTHS: CONTINUED AND EXPANDED USE OF SPRECHTAGE, MORE AGGRESSIVE PROGRAM OF BUSINESS CALLS, AND GREATER EFFICIENCY IN RESOURCE ALLOCATION THROUGH THE CCP.
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END SUMMARY.

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2. FY 1976 HAS CLEARLY BEEN ONE OF THE MOST SUCCESSFUL YEARS IN THE HISTORY OF THE COMMERCIAL PROGRAM IN GERMANY. IN THOSE AREAS WHICH CAN BE QUANTITATIVELY MEASURED, MISSION PERFORMANCE ROUGHLY DOUBLED BETWEEN FY 1975 AND FY 1976 IN BOTH CAMPAIGN AND NON-CAMPAIGN AREAS, AND EXCEEDED FY 1976 TARGETS IN NEARLY ALL CASES. TOTAL CAMPAIGN AND NON-CAMPAIGN TO'S EXCEEDED 3000 FOR THE FIRST TIME AND KEY PROSPECT

CALLS EXCEEDED 2400.

3. IN THE NON-CAMPAIGN SPHERE, FTI ENTRIES DOUBLED (3400 THIS YEAR), RIO/LICENSING/JOINT VENTURE OPPORTUNITIES INCREASED 300 PERCENT (TO 360) AND NON-CAMPAIGN TO'S, AT 1464, WERE UP 50 PERCENT OVER FY 1975. 200 CERP ALERT REPORTS WERE PREPARED AND MORE THAN 100 CERP REPORTS.

4. THE PRODUCT CAMPAIGNS WERE, AS A GROUP, AS SUCCESSFUL AS NON-CAMPAIGN ACTIVITY. INCREMENTAL US EXPORTS IN THE SEVEN PRODUCT GROUPS EXCEEDED $ 115 MILLION, THEREBY MORE THAN DOUBLING THE CCP TARGET OF $ 51 MILLION. SOME CAMPAIGNS WERE EXTREMELY SUCCESSFUL, COUNTERACTING THE POOR PERFORMANCE IN THE LABORATORY INSTRUMENTS AND HEALTH CARE INDUSTRIES EQUIPMENT CAMPAIGNS. THE RESULTS OF THE LATTER TWO CAMPAIGNS WERE UNAVOIDABLE DUE TO DIFFICULTIES IN STATESIDE PROCUREMENT AND

THE CANCELLATION OF THE USTC HEALTH CARE INDUSTRIES EQUIPMENT SHOW (SEE BONN 6745 AND 12209). AMONG THE SUCCESSFUL CAMPAIGNS, CONSUMER GOODS WAS PERHAPS THE MOST IMPRESSIVE AND THE MOST PROMISING FOR THE YEARS TO COME. A VERY SUCCESSFUL US EXHIBITION AT SPOGA ($ 10 MILLION IN SALES, 33 AGENCY AGREEMENTS SIGNED) HELPED THE MISSION SURPASS ALL CCP TARGETS FOR THIS CAMPAIGN. RATHER MODEST EXPECTATIONS FOR THE POLLUTION CONTROL EQUIPMENT CAMPAIGN PROVED FAR TOO PESSEMISTIC AS UNCLASSIFIED

ALL CCP TARGETS WERE SURPASSED. $ 400,000 IN INCREMENTAL US EXPORTS HAD BEEN TARGETED, BUT $ 8.8 MILLION WERE ACTUALLY REALIZED. INCREMENTAL US EXPORTS OF COMPUTERS AND RELATED EQUIPMENT, AT $ 63.3 MILLION, ALSO MORE THAN DOUBLED THE CCP TARGET.

5. COMMENT: THE CONSTITUENT POSTS HAVE POINTED

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TO A NUMBER OF FACTORS IN EXPLAINING THEIR

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IMPRESSIVE PERFORMANCE IN FY 1976. FOREMOST IS THE SPRECHTAGE PROGRAM; THE 36 SPRECHTAGE HELD DURING THE YEAR GENERATED BETWEEN 50 PERCENT AND 75 PERCENT OF TO'S, LICENSING AND INVESTMENT OPPORTUNITIES. THE SPRECHTAGE PROGRAM WILL BE EXPANDED IN FY 1977 BY INSTITUTING "MINI" SPRECHTAGE, "ROLLING" SPRECHTAGE (DESIGNED FOR FIRMS OUTSIDE OF A SPRECHTAGE CITY WHICH CANNOT PARTICIPATE BECAUSE OF THE DISTANCE INVOLVED), AND REPEAT SPRECHTAGE AT SEVERAL LOCATIONS WHERE SPRECHTAGE WERE HELD IN FY 1975. A SECOND FACTOR HAS BEEN THE MULTI-PURPOSE CALL PROGRAM USED BY POSTS TO EXPAND THEIR CONTACT WITH THE BUSINESS COMMUNITY. THERE HAVE BEEN A LARGER NUMBER OF VISITS TO FIRMS THIS YEAR, AND THIS HAS CONTRIBUTED TO THE INCREASE IN TO'S, RIO'S, ETC. A FINAL FACTOR IS THE IMPROVED USE OF

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THE LIMITED POST RESOURCES, A FACTOR WHICH MANY
POSTS FEEL IS THE DIRECT RESULT OF THE CCP APPROACH.
THE ONLY SERIOUS RESOURCE PROBLEM WAS AND STILL IS
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THE PRESSURE ON STAFFING AT SOME CONSTITUENT POSTS.

GIVEN THE ENCROACHMENT ON E/C STAFF TIME BY ADMIN
AND CONSULAR DUTIES, COUPLED WITH "REPROGRAMMING",
THE ZENITH IN MEASURABLE OUTPUT REACHED IN FY 76
WILL PROBABLY NOT BE MATCHED IN FY 77 (SEE
BONN 7638).
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